



M. J. GOODMAN  
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December 2, 1997

RJR Account # 839530  
CONTINENTAL TOBACCO  
2146 ATCO AVE.  
ATCO, NJ 08004

**January Doral \$1 off 2 Packs #800005**

To: CONTINENTAL TOBACCO

Doral product and shippers have been packed and are available for you at your wholesale supplier **M. BERNSTEIN & SONS**. If you have changed suppliers or this is not your current supplier, please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the nubers of displays indicated to your accounts on this listing.

Quantity of Shippers:	30
These shippers will service:	11 Retail Stores
Ship Date to retail	January 16, 1998
Retail Sales Offer per SKU	20 Offers
Brand Assortment	Doral Lights Doral Menthol Light 100 Doral Full Flavor 100 Doral Light 100
Billing per SKU	4 Savings Priced Cartons

**Promotion Description:** Utilizes self-contained shipper. Shipper has 20 pack display.

**Ship the number of displays to each account as noted on the enclosed retail account listing.**

51851 1100

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Doral

Attached is a list of retail accounts authorized to receive the packed displays.

**Important Note:** If any of the accounts on the attached VAP listing refuse delivery or send the promotional shipper back to you, please contact our Operations office at 610-280-9120.  
We will arrange to have our sales representatives re-sell the product for you.

For additional information or questions please contact your RJR Representative: Robert Fricke.

As always, thanks for your assistance in the marketing of our products

Warm Regards,

*Mark*

M. J. Goodman

cc: R. Fricke

51851 1101

DATAGRAB

CIGARETTE STORES AS OF 11/14/97							DOR	DOR	DOR	DOR			SIS	AIM
DORAL \$1.00 OFF 2 PACKS							LT	LT	MEN.	100			IND	IND
SR	ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	85	100	LT 100		CHAIN	CHAIN N	VOL	VOL
133402	775197	CICONTE'S CARDS D	BUTTS AND BE	THOROFAR	NJ	8086	2	2	2	2	5283 0	BUTTS &	0	0
133403	724603	BUTTS AND BETTS	507 BLACK HO	TURNERSVI	NJ	8012	2	2	2	2	5283 0	BUTTS &	220	0
133403	741438	BUTTS AND BETS	519 WARWICK	SOMERDAL	NJ	8083	2	2	2	2	5283 0	BUTTS &	220	0
133403	747179	BUTTS & BETS #14	3321 BLACK HO	SICKLERVIL	NJ	8081	3	3	3	3	5283 0	BUTTS &	300	0
133407	507444	BUTTS & BETS VI	2146 ATCO AVE	ATCO	NJ	8004	3	3	3	3	5283 0	BUTTS &	300	1
133403	659283	BUTTS & BETS #8	500 N BLACK H	RUNNEMED	NJ	8078	3	3	3	3	5283 0	BUTTS &	320	0
133407	356462	BUTTS N BETS IV	213 S BURNT M	VOORHEES	NJ	8043	3	3	3	3	5283 0	BUTTS &	350	0
133403	563052	BUTTS N BETS III	598 CHEWS LA	LINDENWOL	NJ	8021	3	3	3	3	5283 0	BUTTS &	360	0
133403	711470	BUTTS AND BETS #9	1212 COOPER	DEPTFORD	NJ	8096	3	3	3	3	5283 0	BUTTS &	450	0
133403	962444	BUTTS N BETS II	604 W KINGS H	MOUNT EP	NJ	8059	3	3	3	3	5283 0	BUTTS &	480	0
133403	084924	BUTTS N BETS I	54 PARK BLVD	CLEMENTO	NJ	8021	3	3	3	3	5283 0	BUTTS &	580	9
	839530	CONTINENTAL TOBACCO					30	30	30	30				

2011 15815

## DATAGRAB

NY Metro

CTS					DORAL	DORAL	DORAL	DORAL	SIS	AIM
SR	ACCT	FULL NAME	CITY	NAME	LT KING	LT 100	FF 100	MEN LT 100	IND VOL	IND VOL
133402	775197	CICONTE'S CARDS	THOROFAR	CONTINENTAL TOBACCO	3	3	3	3	0	0
133403	724603	BUTTS AND BETTS	TURNERSVI	CONTINENTAL TOBACCO	3	3	3	3	220	0
133403	747179	BUTTS & BETS #14	SICKLERVIL	CONTINENTAL TOBACCO	3	3	3	3	300	0
133403	659283	BUTTS & BETS #8	RUNNEMED	CONTINENTAL TOBACCO	3	3	3	3	320	0
133407	356462	BUTTS N BETS IV	VOORHEES	CONTINENTAL TOBACCO	3	3	3	3	350	0
133403	563052	BUTTS N BETS III	LINDENWO	CONTINENTAL TOBACCO	3	3	3	3	360	0
133403	711470	BUTTS AND BETS #	DEPTFORD	CONTINENTAL TOBACCO	3	3	3	3	450	0
133403	962444	BUTTS N BETS II	MOUNT EP	CONTINENTAL TOBACCO	3	3	3	3	480	0
133407	507444	BUTTS & BETS VI	ATCO	CONTINENTAL TOBACCO	3	3	3	3	300	1
133403	084924	BUTTS N BETS I	CLEMENTO	CONTINENTAL TOBACCO	3	3	3	3	580	9

800005 CTS \$1 off 2 PK

MARGARET you will need to poll  
1 case of each style for this.

I will copy you on letter when it is done

30 Displays = 535625 800005  
180 Displays = 535481 800004